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ABSTRACT

The argument is made that the institutional mission of colleges and universities can be used as the agent for social progress and a vehicle for bettering the human condition. The development, implementation, and benefits of institutional missions in which faculty members and students grapple in a sustained way with what it means, personally, educationally, and professionally, to teach and learn at an institution where its mission is taken seriously are explored. Two themes run throughout the discussion: (1) institutions of higher learning must have a clear and definitive mission, must insure that the mission is pervasive, and must have specific, well-funded programs to insure its success; and (2) there must be a planned program to put a consideration of values into the curriculum and student life of an institution. It is suggested that governing boards mandate that a mission core exist, that there be a core of experiences for all students both in and out of the classroom, and that students understand the context in which they are studying. It is further noted that once the policy is in place, the faculty must implement it under the direction and leadership of the president. (GLR)

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